Abstract of the Disclosure

METHOD AND APPARATUS FOR CREATING A CONNECTION SPEED DETECTING MOVIE AND RICH MEDIA PLAYER CUSTOMIZATION ON THE FLY

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A master movie and player are created on the fly. The master movie is created based on characteristics of a movie or other asset to be viewed by the player. The player is constructed from a template having rudimentary player capabilities for a predetermined connection speed. Tracks selected by suppliers and user/e-tailers are added to customize the player. Different players are constructed for various predetermined connection speeds. When an asset is to be viewed, a server downloads the master movie matching a content viewer's request to the content viewer's machine. The master movie determines the connection speed and send a message back to the server. The server then downloads the player for the asset requested by the content viewer and matching the content viewer's connection speed. The requested asset is then streamed to the content viewer.

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